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**IN THE CLAIMS:**

Please amend the Claims as follows:

Claim 1. (currently amended) Banner software stored in ~~machine~~  
computer readable medium ~~format~~ comprising:

a banner display means for displaying a banner on a  
screen on an end-user computer,

said banner display means having a menu display means  
for presenting a menu of navigation options when an end-user  
clicks on said banner, and

at least a portion of said navigation options are URLs  
on a network to which end-user computer is connectable.

Claim 2. (original) Software as claimed in Claim 1 further  
comprising a means for monitoring end-user's behavior regarding  
accessing said banner, a means for maintaining a local event  
statistics database of said end-user's behavior regarding  
accessing said banner, and a means of transmitting information in  
said local event statistics database to a server computer on said  
network.

Claim 3. (original) Software as claimed in Claim 2 wherein said  
local event statistics database includes number of times said  
banner was accessed by the end-user.

Claim 4. (original) Software as claimed in Claim 3 wherein said  
local event statistics database further includes URLs on a  
network to which end-user computer has been directed through a  
choice from said menu of navigation options.

Claim 5. (original) Software as claimed in Claim 2 further  
comprising nested menus in said menu of navigation options.

Claim 6. (original) Software as claimed in Claim 2 further  
comprising cascading menus in said menu of navigation options.

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Claim 7. (original) Software as claimed in Claim 1 wherein said  
software further include one or more addresses to files stored on

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